



# Privacy, identity, trust:

## *Building blocks for new news ecology?*

NENPA winter convention

Boston, January 11, 2012

Bill Densmore, consulting fellow

Donald W. Reynolds Journalism Institute, Missouri School of Journalism

Director, Media Giraffe Project at Univ. of Mass.-Amherst

<http://www.papertopersona.org>



# Privacy (research) –

Craig Wills, WPI CS chairman



# Identity (NSTIC, consortiums) –

Mary Ruddy, Identity Commons

# Trust (entrepreneurship) –

Doc Searls, Project VRM / Harvard-Berkman

# Experiment (out of the clouds) –

New England Common (RJI / Clickshare / Points Local)



# Reynolds Journalism Institute



Bill Densmore, consulting fellow

Donald W. Reynolds Journalism Institute,  
Missouri School of Journalism

Director, Media Giraffe Project at Univ. of  
Mass.-Amherst

<http://www.papertopersona.org>

Ideas. Experiments. Research. Solutions.



University of Missouri

**rji** donald w.  
reynolds journalism institute

Missouri School of Journalism

# What lead to InfoValet Project?

- Result of problem observations
- Publishers losing connection with readers
- Advertising disconnecting from journalism
- Inability to make money sharing  
users/content

# Spare me!

- Don't read the slides!
- Instead – fast pass to colleagues
- Check them later here:
- <http://newshare.com/nenpa.pdf>


## ***Sustain . . .***

### **Journalism's values, principles, purposes**

- Mass markets splintering / mass customization
- Search advertising effective competitor
- Classifieds done better on the web
- Atomization of content / consumer bundles
- We go anywhere for information-without-walls
- What sustains journalism in this environment?

# Key meeting at MIT -- 2007





navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Random page
- Help
- Donations

search

Go

Search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

Mediagmy talkmy preferencesmy watchlistmy contributionslog out

article

discussion

edit

history

protect

delete

move

watch

Mit-gathering-short

[download an MSWord version](#)

Sustaining democracy / sustaining journalism: A discussion

[edit]

Consider this premise: To sustain democracy and journalism, the Internet needs a user-focused system for sharing identity, exchanging and settling value (including payments) for information (text, video, music, game plays, other entertainment, advertising views etc.) One challenge might be to create a system that can be ubiquitous yet never be owned or controlled by either the government or a dominant private, for-profit entity. It should to be massively distributed and -- in some fashion . might ideally be collaboratively owned.

To consider this need, [eleven individuals](#) representing technology, entrepreneurship, academic, social theory and publishing convened on short notice for a half-day discussion on Tues., June 19, 2007 at the [Comparative Media Studies](#) offices at MIT in Cambridge, Mass. The meeting was called by [Bill Densmore](#), hosted by MIT [Prof. Henry Jenkins](#), and co-convened by [Geneva Overholser](#) and [Tom Stites](#). This wiki page is a report on the discussion and apparent consensus at the meeting, as heard by Bill Densmore. The names of those attending, and expressing interest, appear at the end of the report. Fellow participants are invited to edit this wiki page.

[GO NOW TO FULL REPORT](#)

[edit]

Convenors:

Henry Jenkins (MIT now USC)

Geneva Overholser (Missouri-USC)

Bill Densmore (MGP-UMass)


This page was last modified 15:55, 22 May 2008.

This page has been accessed 2 times.

[Privacy policy](#)

[About Media Giraffe](#)

[Disclaimers](#)



# MIT SUMMARY – the idea

“During the June 19, 2007 discussion, a consensus emerged. For journalism -- and some forms of entertainment -- to grow or be sustained into the digital age, the Internet must support three functions.”

- **User-centric authentication**
- **Value exchange for viewing or using content**
- **Combine authentication, value exchange for intellectual-property sharing**



# Proposal to RJI -- 2008



## THE PROPOSAL

BUILDING THE INFORMATION VALET ECONOMY:  
Sustaining news and information through a shared-user network

A research proposal for the  
Donald W. Reynolds Journalism Institute,  
August, 2008-May-2009

---

By Bill Densmore<sup>1</sup>  
April 21, 2008

To sustain an information valet economy — and along with it both participatory democracy and journalism — the next-generation Internet needs a user-focused system for sharing identity, and for exchanging and settling value for digital information.

This system should provide payments for the sharing of text, video, music, game plays, entertainment, advertising views, etc., across the Internet. It could, for example, manage background payments for newspaper content that is repurposed for advertising gain by bloggers.

### **Excerpting "The State of the Media, 2007": Finding an economic model**

The [Project for Excellence in Journalism](#) produces an exhaustive annual report entitled "The State of the News Media". The 2007 report includes [this statement](#):

*The evidence is mounting that the news industry must become more aggressive about developing a new economic model. The signs are clearer that advertising works differently online than in older media. Finding out about goods and services on the Web is an activity unto itself, like using the yellow pages, and less a byproduct of getting news, such as seeing a car ad during a newscast. The consequence is that advertisers may not need journalism as they once did, particularly online. Already the predictions of advertising growth on the Web are*

# Proposal to RJI -- 2008



“To sustain an information valet economy -- and along with it both participatory democracy and journalism -- the next generation Internet needs a user-focused system for [managing privacy] sharing identity, and for trusted exchange and settling value for digital information.”

## PROCESS STEP ONE: Gather ideas

- *Convenings in 2008-2010*



- TEXT/VIDEO: <http://www.ivpblueprint.org>
- Lead to research, experiments
- 'PaperToPersona.org' report Aug. 2011



## Key insights from research

- Citizens are hemorrhaging personal info
- Others are profiting from it
- Citizens need to gain control of that info
- Maybe there's a role for media companies to help them take it back and profit

What's next?



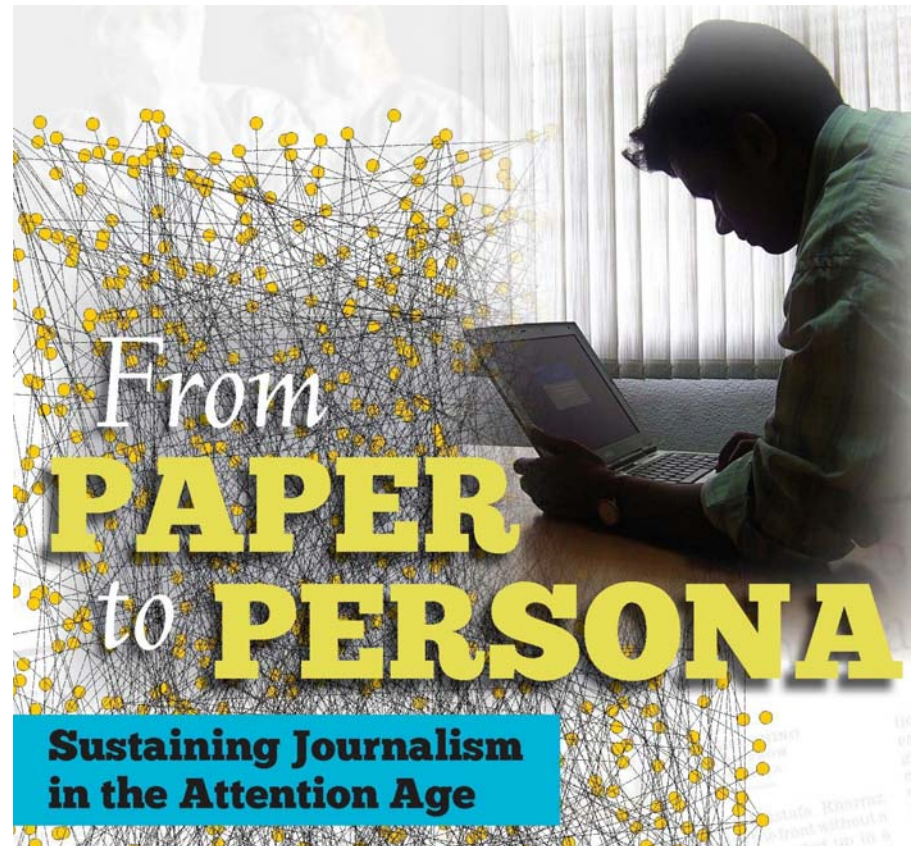
# From Paper to Persona:

Managing Privacy and  
Information Overload;  
Sustaining Journalism  
in the Attention Age

Published:

August 4, 2011

[papertopersona.org](http://papertopersona.org)



# The end of mass markets

- Publishing, broadcasting anachronistic
- Now automated, customized, one-to-one
- Must share payments for content, custom info, sponsorships
- Move “from gatekeeper to infovalet”





## Four emerging trends

- Mass market ads, journalism unglued
- Abundant info → → Attention Age
- Social networks success / end of silos
- Privacy now front-burner issue  
(National Strategy for Trusted Identities in Cyberspace)
- 'Persona' valuable in privacy context

## Trends lead to these results

- Advertising is old – now “advisor-tising”
- Users go anywhere for information (Ken Doctor)
- Consumers more in charge than ever (copyright)
- Privacy emerges as regulatory issue
- Identity, trust new building blocks
- Publisher / gatekeeper as one-to-many fading
- News orgs need to be at core of social stream



## **News as service -- not product**

- Paper merely one delivery system
- Helping user discover, access info from anywhere
- Creating a conversation, community ... network
- Not just about the story; smaller, larger remix
- Convenient, simple access and value exchange



## News organization goals

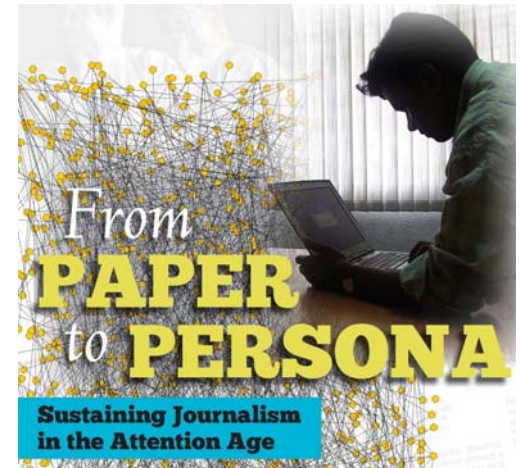
- CORE: Sustaining journalism
- Making the market for digital info
- Managing, profile, info overload
- Moving beyond silos
- “Easy pass for info”
- Brokering TRUST

# From Paper to Persona:

*"A non-profit collaboration to share technology, users and content could help news organizations find new revenues and become better at serving the public, according to a report from the Donald W. Reynolds Journalism Institute."*

-- excerpt from Aug. 4 announcement

<http://www.papertopersona.org>



## From gatekeeper to ... “infovalet”?

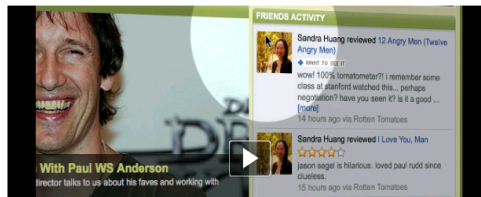
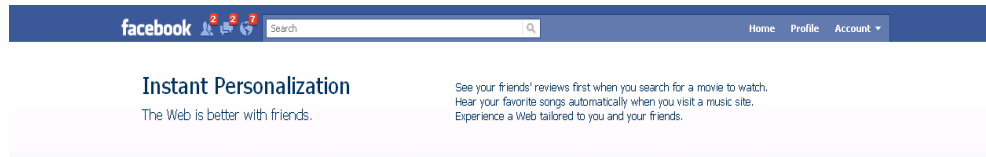
- Curator, advisor, agent, broker, concierge
- Help find, assemble “atomized” personalized info
- Extends traditional newspaper function
- But . . . Missing piece: A way to get paid

***But . . . Shoot!***

***Who are the identity infovalets now?***

## Infovalet example: Facebook

- “Facebook instant personalization”
- Delivers you ‘persona’ to partners
- You see ads related to your identity



You control what information is available to these partners by managing the information set in your privacy settings. Or you can turn off instant personalization altogether, at which time your information will no longer be instantly available to any partner sites. Find out more about instant personalization in the Help Center.



## Facebook knows us

ays. because you really want to. And do it with a weren't such a litigious society," she says.  
dventures, Branson smile all the time."

### Facebook boosts Groups, unveils Deals

New feature lets users share experiences, save money when shopping

By Jon Swartz  
USA TODAY

SAN FRANCISCO — Facebook announced refinements to its social-networking site Tuesday.

The company upgraded its Facebook Groups feature and unveiled Facebook Deals, which is designed to let the site's 500 million users easily share their shopping experiences with one another, and save money in the process. Users can buy the deal with a credit card, share it or like it.

Deals is making its debut in San Francisco, San Diego, Austin, Atlanta and Dallas. (After testing for an unspecified period, it will become available in other cities.)

In November, Facebook introduced a

service for check-in deals.

"This announcement is all about bringing people together," says Facebook's Emily White. "They can discover daily deals through the experiences of their friends."

The new service might pit Facebook against Groupon, LivingSocial and Yelp in a bid to tap into the multibillion-dollar market for daily deals online.

But Greg Sterling, senior analyst at Opus Research, sees Facebook Deals going head-to-head with Google's emerging Offers service.

"Facebook has a huge brand, so this gets its foot in the door with local merchants," Sterling said.

Despite its breakneck growth, Facebook remains on the prowl for ways to expand its revenue beyond advertising.

Ads accounted for 93% of its revenue last year, or \$1.9 billion, according to market researcher eMarketer.

That's expected to dip to 90% in 2011.

Meanwhile, Facebook's update of

Groups adds its popular Photo albums and Questions features and greater administrative control to limit who joins groups.

In effect, prospective members require approval before they are added to a group.

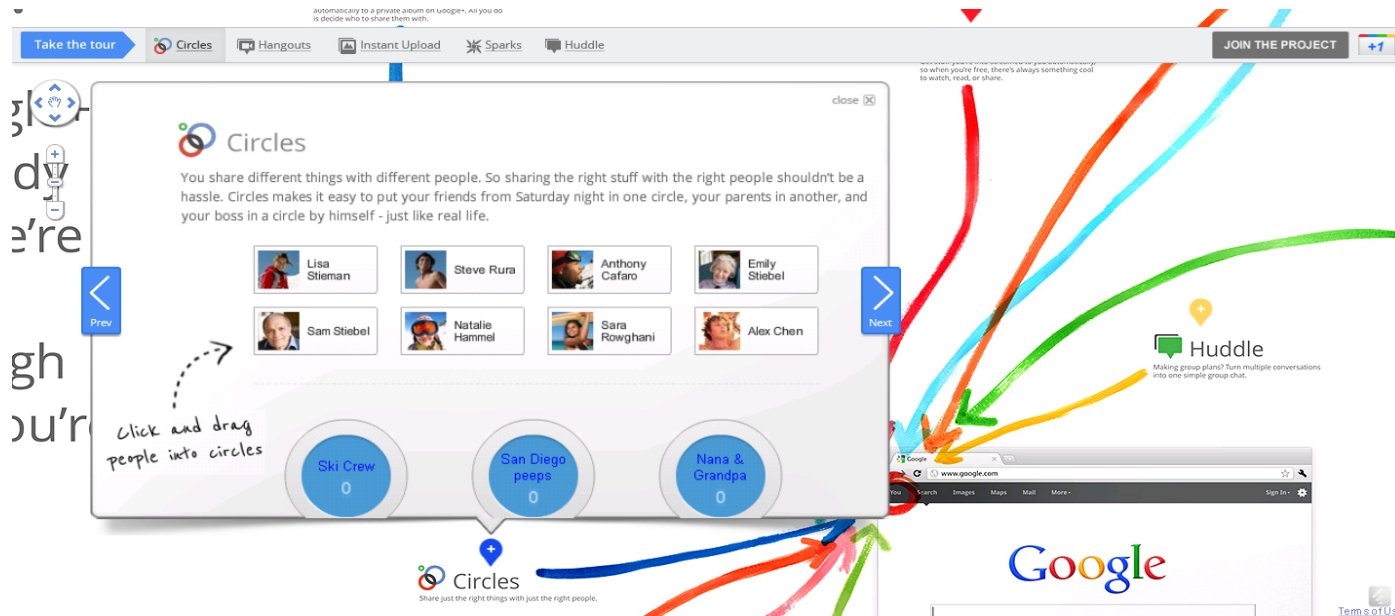
The tweaks come just six months after Facebook introduced Groups, a popular feature that has led to the creation of about 50 million groups on the website, where individuals can gather with those of similar interests and chat.

Facebook has discovered through internal research that the most popular types of groups are for family, friends, academics, sports and other topics, such as religion, games and hobbies.

Facebook also unfurled a new social plug-in — the Send button — that lets users share content they discover on the Internet with specific friends via messages and groups, rather than on their Facebook wall.

## Infovalet example: Google+

- Circles helps you build community
- Google learns your cohorts, infers preferences
- You see ads related to your identity





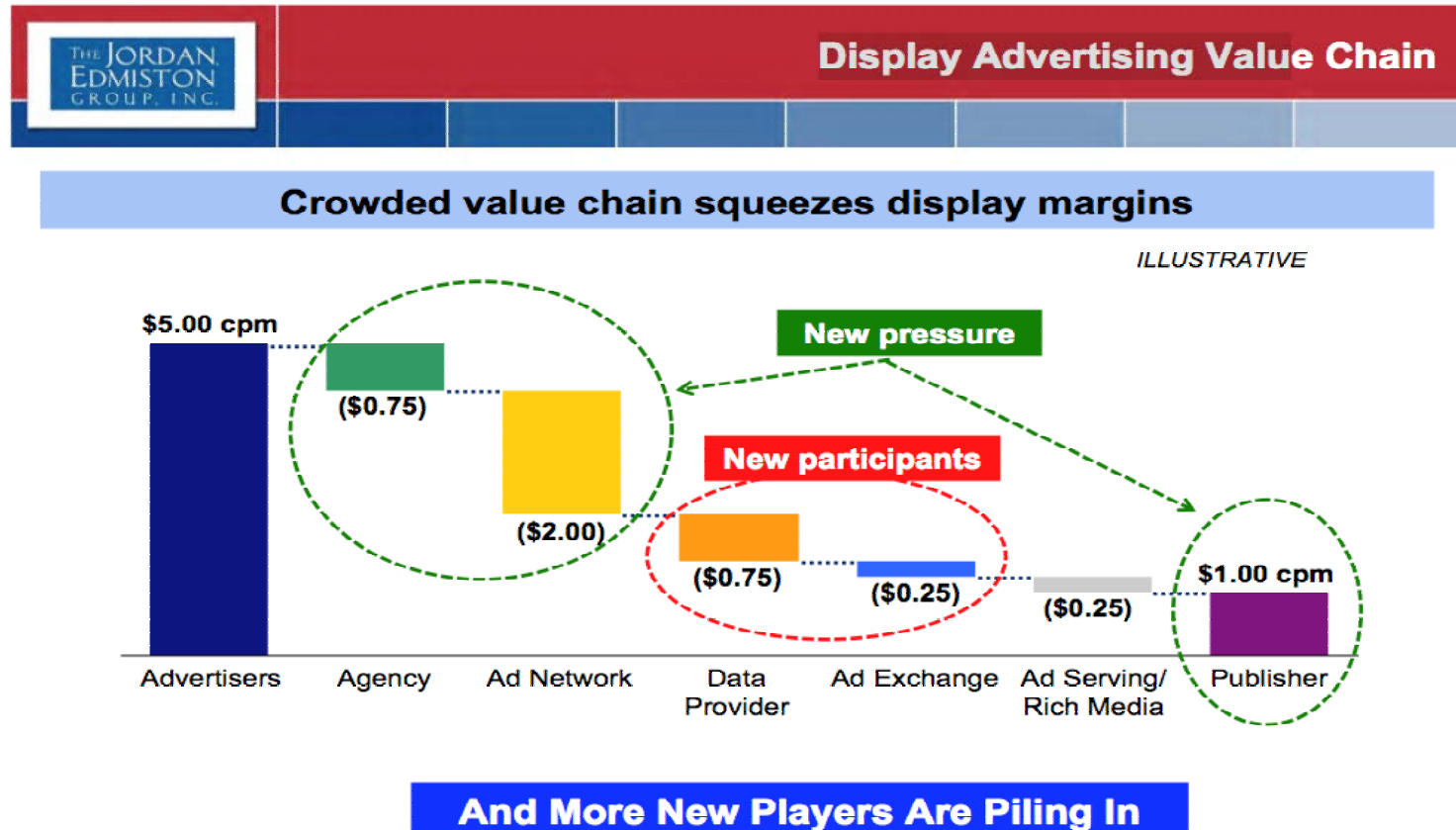
# Today's "identity" ecosystem

## Display Advertising Technology Landscape





# The CPM squeeze



Source: JEGI estimates

## **Participation: End of advertising?**

- Is marketing one-to-one advertising?
- Vendor-delivered direct: Publisher bylass?
- What is your attention worth? To whom?
- Upending marketing: Project VRM

# So where do we go from here?

## The experts

- Privacy – Craig Wills, WPI
- Identity -- Mary Ruddy, NSTIC
- Trust – Doc Searls, VRM-Harvard
- Experiment – New England Common
- Discussion – Your questions / insights

# What is “NSTIC”?



**Some participants:**

- **Google**
- **Microsoft**
- **Verizon**
- **Equifax**
- **Not Facebook**
- **Not publishers**

<http://www.nist.gov/nstic/animation.html>

## Let's get out of the clouds

*New*<sup>The</sup>*England* **COMMON**

- User/content sharing experiment
- Up to nine NENPA member papers
- Launch later this month
- Research funded by RJI-Mizzou
  - Is it what users want?
  - Do they understand?
  - How will editors respond?
  - What about the money?
  - Integration with marketing offers





## **Do you care where your news comes from?**

This news site is part of an experiment by the non-profit Reynolds Journalism Institute testing new ways for citizens to conveniently find and access unique, trustworthy news -- from many sources. Want to help or advise?  
**CLICK TO LEARN MORE.**







# The *New England* Common

News that matters - Sources you can trust

[Members](#) [FAQ](#) [About Us](#) [Contact Us](#)

## Welcome to the New England Common

Unique, reliable news presented simply from trustworthy sources is the goal of The New England Common experiment. If you are a digital subscriber at any of our participating news organizations, you have access to this new, free benefit.

The trial is designed to test the sharing of high-quality news among independent news organizations and their subscribers -- with a convenient account and login that works across many websites. The New England Common will allow a customer from any one of the participating, independent news websites - each with their own subscribers - to access "protected content" on web, tablet or mobile devices of other participating news websites.

The Donald W. Reynolds Journalism Institute (RJI) at the Missouri School of Journalism has asked Clickshare Service Corp. and PointsLocal.com to help RJI conduct research.

As newspapers begin asking the public to pay for online and mobile services, the research will test user reaction to the convenience and depth of a single account that works to reach premium resources on affiliated, partner websites.

- Local account, network access
- Sharing stories, headlines
- No transactions during trial

This research is sponsored by the **Donald W. Reynolds Journalism Institute (RJI)** at the **Missouri School of Journalism**, **Clickshare Service Corp.** and **PointsLocal.com**.

**Sign Up** Create an account or **log in** to see what your friends like.



**Rutland Herald**  
rutlandherald.com

**TELEGRAM & GAZETTE**  
telegram.com  
NEWS



**Times Argus**  
timesargus.com  
WE ARE VERMONT

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# The New England Common

## For Telegram & Gazette readers

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### About

This page is a gateway to news that matters, from sources you can trust -- a regional news collaboration.

It's a free added benefit to your hometown newspaper subscription. With that subscription you have no-cost access to premium information at other New England Common services.

[LEARN MORE](#)

### Daily Beat

Drop in of daily update on the news (a sort of editor's note promoting particular stories found among NEC papers current feeds. Written by Bill Densmore and pushed to PointsLocal for distribution to this position and widget space on papers's pages / discuss method for uploading

For now from here on down (floating below Daily Beat) in this column can be left open. Possible place for a twitter or RSS feed later.

### Increase proposed for town budget

LITCHFIELD - The town and school district operating budgets, the term of the newly appointed fire chief and a new high school athletic trainer top the list of issues to be addressed by voters this...

February 3, 2012 9:00 am

### Statewide data base proposed to track drugs often abused: Will allow health care officials to see if patients are doctor shopping

Fosters Daily Democrat February 3, 2012 9:00 am

### Statewide data base proposed to track drugs often abused: Will allow health care officials to see if patients are doctor shopping

Fosters Daily Democrat February 3, 2012 9:00 am

### Enterprise Park II could be near existing park of the same name Or near old gravel pit on Mast Road in Dover

Fosters Daily Democrat February 3, 2012 8:57 am

### Even before her big halftime show, Madonna entertains in Indy

Some veteran Patriots scribes, who had dark hair and a lot more of it when Madonna first became a star, decided on Thursday afternoon to venture down and gawk at a celebrity. We weren't alone. It was...

February 3, 2012 8:56 am

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[Donald W. Reynolds Journalism Institute \(RJI\)](#) | [Clickshare Service Corp.](#) | [Pointslocal](#)





## Technologies by Clickshare\* / PointsLocal

- Founded, 1997 / service from 2001
- Authentication, registration
- Access, metering, subscriptions
- Database integration, payments



- 
- Hyperlocal, geotagged content management
  - Social media analysis
  - Working with Boston Globe

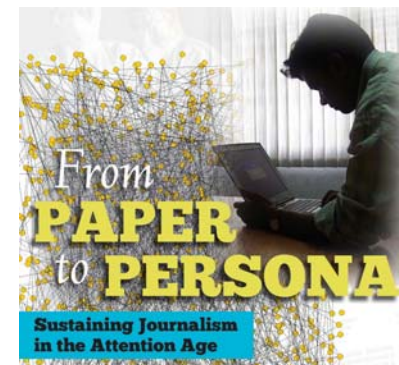


*\*Full disclosure: Densmore founder, a shareholder*

# End of talks, now to listen

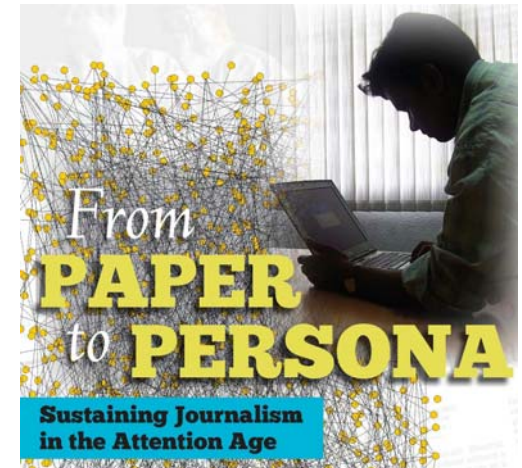
- **PRIVACY** – Craig Wills, WPI
- **IDENTITY** – Mary Ruddy / NSTIC
- **TRUST** – ‘Doc’ Searls / VRM / Berkman

Bill Densmore  
Densmorew@rjionline.org  
<http://www.papertopersona.org>



## DISCUSSION IDEAS

- What about this make sense?
- What knowledge do/will/should we pay for?
- What is our 'persona' worth? Context?
- What's journalism's role?
  - curator?
  - convenor?
  - sensemaker?
  - advisor?
  - InfoValet?

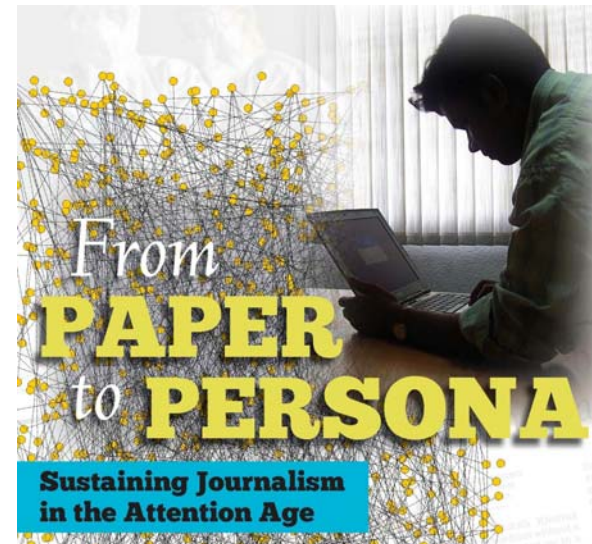


# Thank you.

Today's presentation will be at:  
<http://www.newshare.com/nenpa.pdf>

White paper is at:  
<http://www.papertopersona.org>

Bill Densmore  
Densmorew@rjionline.org  
<http://www.papertopersona.org>



## Why it matters

- Merging data
- Health / financial
- No way to fix
- “Trading personas”
- No value to consumer
- Rockefeller -- DNT



Source: USA Today, Aug. 4, 2011 / Page C-1

## Government solution? No . . . but . . .

## **SOLUTION / working “hypothesis”**

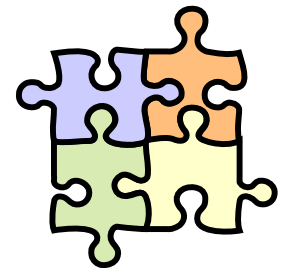
- Rules for ‘infovalets’
- An information-industry collaborative
- Public purpose, private participation
- A point to consider whole system in motion
- Faciliate (not own) shared-user network layered upon the basic Internet

## **Desirable features?**

- Beyond silos – lots of choice
- Own, protect, share demographic, usage data
- Platform for customization, ‘news social network’
- Update advertising role, effectiveness, payment
- Easy sharing, selling, purchasing atomized content
- One ID, one account, one bill

## How might it work?

- Enables network access to existing customer “home bases”
- Home base “presents” user to network authentication service
- User access to network sites tracked
- Aggregated settlement of affinity payments
  - Charges for content (text, music, video)
  - Payments for ad views
  - Enables customization / personalization





# Information Trust Association

<http://www.infotrust.org>

A public-benefit entity to lead creation of a free market for digital information. It builds on standards, ensures consumer choice and trust, and enables price and service competition. It is broadly, and openly, governed, with a global perspective. The operations it sanctions first benefit journalism, democracy and freedom, ahead of private interest.

<http://newshare.com/ita/whitepaper.pdf>

## Proposed ITA structure

- Not-for-profit association, as open as possible
- Staggered board, 27 seats allocated by 7 types
  - \* *Founding members (foundations); publishing members*
  - \* *Publishing members; technology members; public members*
- Can own for-profit operating entities
- Or contract with existing services
  - Such as (not inclusive): Google, JO, Apple, Amazon, AP, Clickshare, News Licensing Group*

## Potential ITA roles?

- Sustain journalism values, principles, purposes
- Establish voluntary privacy, trust, identity standards
- Research, test, commission key technologies
- Sanction protocols for sharing users/content
- Direct multi-site user authentication services
- Enabling consumer choice for commerce, privacy
  - \* *“One account, one bill, one ID, purchase anywhere”*
  - \* *But no single owner of all users*

## **What are the results and benefits?**

- Enables web-wide microaccounting / subscriptions
- Supports “atomized” content, wholesale/retail pricing
- Broadens “deep web” access; not on web today
- Protects privacy: Anonymous, yet identified users
- Enhanced-CPM, precisely-targeted marketing
- RESULT: Convenient, secure access to valued content

## **Hard, but been there**

- Google AdSense – microaccounting
- Multiple ad networks
- Amazon Marketplace – multiple vendors
- Visa/MC/ACH – Thousands of banks
- Only difference: Across the web



## Revenue options

- Share revenues across network
  - Subscription – channels, packages
  - Per click – or “public radio” (Spot.us/Kachingle)
  - Affinity payments/rewards
  - Commissions and referral fees
- Multiple service/content providers
- Multiple user owners (“InfoValets?”)

## **But still durable – ADVERTISING**

- Rewards for activities, viewing ads, sponsor material
- Example: The Ford Explorer PDF download
- Ad network based on interest not just inference
- Higher CPMs for the news industry
- Consistent with FTC privacy guidelines

## Who should act?

- An information-industry collaborative
- Publishers, telcoms, Silicon Valley
- Foundations, J-schools, philanthropists
  - See white paper, Page 41 for “aspirational” list
- Nine months to:
  - Establish governance
  - Codify business rules
  - Contract with network operators

## Key challenge: Who owns/controls?

- Network creator must be benign
- Or major competitors won't participate, thus . . .
- Cede entrepreneurial opportunities to operating levels:
  - *Content aggregation, packaging, presentation*
  - *Reward systems / advertising*
  - *User 'persona'/personalization service ("InfoValets")*
  - *Network authentication / logging*
  - *Event aggregation ("microaccounting") / settlement*

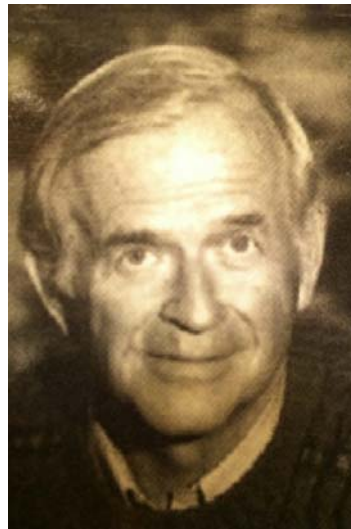
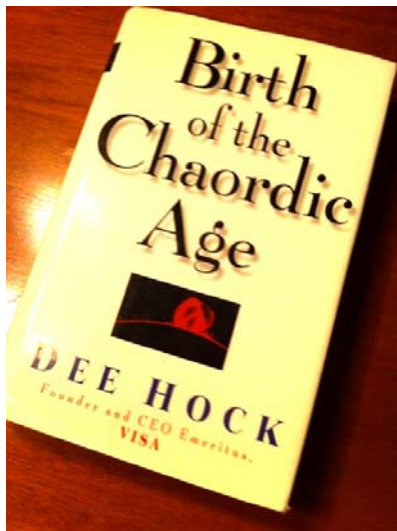
## Create playing field, not plays (or prices)

- NYSE – non-profit until 2008
- Cable Labs
- Underwriters' Laboratories / Bluetooth Association
- Internet Corp. for Assigned Names & Numbers
- Railroad gauge; power grid AC cycles/second
- National Automated Clearing House Assn.
- Associated Press / Some trade associations

## Create playing field, not plays (or prices)

- The story of Dee Hock, Bank of America and Visa

BOOK REVIEW: <http://www.globalhome.com/news/chaordic/bookreview.html>



Biggest challenge: Multiple, diverse constituencies

Link to Visa card history -- <http://www.cryptosmith.com/archives/842>



- Social curation by Sociative

## MISSOURIAN

Environment | Arts & Culture | Science & Technology | Media | Politics

200 Influencers:



### **SpongeBob SquarePants Makes An Enemy**

Fox News repeatedly criticized a SpongeBob SquarePants book and video about manmade global warming because "they did not tell kids that that is actually a disputed fact." In reality, it is not controversial among the ...

### **3** **Food price spikes — Oxfam America**

In the last year, international food prices have reached record peaks. In many countries, high food prices have contributed to unrest, instability, violence and increasing inequality and poverty. While volatile food prices impact everyone, the impacts vary across the globe with the poorest and most vulnerable people often getting the shortest end of the stick.

To shed more light on the impacts of food price spikes, Oxfam has created an interactive map of Food Price Volatility Pressure Points. This map shows the impacts of price spikes in some of the countries where food prices have complicated the lives of poor people and offers a chance to take action on to help address price volatility.

The map shows are areas that are highly vulnerable ...



### **Study: Climate change imperils Himalayan glaciers - Green House ...**

Study: Climate change imperils Himalayan glaciers - Green House - USATODAY.com



### **Timberland Keeps Stretching with Ambitious 2015 CSR Goals**

Timberland unveiled new 2015 sustainability goals today that in some ways look a lot like the company's 2010 goals.



### **Ex-Soldiers Recruited by U.S. Utilities for Clean Energy Jobs**

America's electric power industry is angling to get some of the 200,000 troops that return annually from active duty to take on the bevy of jobs ...

- Personalization – Circulate / CircLabs

 Recommend  Tweet  0

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## Former aide, now Mayor Emanuel, greets Obama

2011-08-03 23:19:19

CHICAGO (AP) — President Barack Obama was greeted in Chicago by a familiar face — his former chief of staff and current Chicago Mayor Rahm Emanuel.

Emanuel waited at the steps of Air Force One after it landed in Chicago on a sunny Wednesday evening. The mayor shook hands with some of his former White House colleagues as he waited for the president.

After Obama bounded down the stairs, he shook Emanuel's hand, then gave him a hug. They chatted as they walked across the tarmac to greet a crowd waiting nearby.

Emanuel left the White House last fall to run for mayor.

 Recommend  Tweet  0

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## Advocates file 31 petitions for 2012 Mass. ballot

2011-08-03 23:23:23

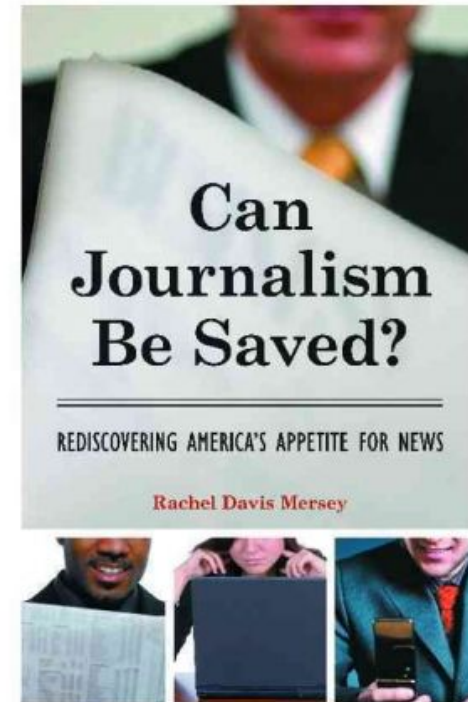
BOSTON (AP) — With the next general election more than a year away, activists across Massachusetts are already pushing for ballot questions that would allow voters to weigh in on dozens of issues, including whether to eliminate a key provision of the state's 2006 landmark health care law.

A total of 31 initiative petitions were filed with the state Attorney General's Office Wednesday, the deadline for the proposals to be approved by the office. The petitions also include calls for changes to the ways teachers are considered for jobs and a repeal of part of a law aimed at preventing domestic violence.

Massachusetts Citizens for Life, an anti-abortion group, filed a petition that would end the individual mandate that requires virtually everyone in the state have health insurance or face tax penalties.

## Journalism: Still about trust

- Same as always,  
new medium
- Focus on individual
- Understand their  
networks / needs
- Earn their trust
- Then they will  
'eat vegetables'



Rachel Davis Mersey